



PTO/SB/08a (08-03)

Approved for use through 07/31/2006. OMB 0651-0031

U.S. Patent and Trademark Office; U.S. DEPARTMENT OF COMMERCE

Under the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it contains a valid OMB control number.

4 TRADE for form 1449A/PTO

INFORMATION DISCLOSURE STATEMENT BY APPLICANT

(Use as many sheets as necessary)

Shee

of 2

of 2

<i>Complete if Known</i>	
ion Number	10/689,903
ate	October 21, 2003
amed Inventor	Adam J. Weissman
	2171
er Name	Unknown
Docket Number	53051/288072

U.S. PATENT DOCUMENTS

FOREIGN PATENT DOCUMENTS

**Examiner
Signature**

1. *Alene* of

Date Considered

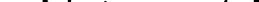
6.90k

**EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant. ¹ Applicant's unique citation designation number (optional). ² See Kinds Codes of USPTO Patent Documents at www.uspto.gov or MPEP 901.04. ³ Enter Office that issued the document, by the two-letter code (WIPO Standard ST.3). ⁴ For Japanese patent documents, the indication of the year of the reign of the Emperor must precede the serial number of the patent document. ⁵ Kind of document by the appropriate symbols as indicated on the document under WIPO Standard ST. 16 if possible. ⁶ Applicant is to place a check mark here if English language Translation is attached.*

This collection of information is required by 37 CFR 1.97 and 1.98. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 2 hours to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

If you need assistance in completing the form, call 1-800-PTO-9199 and select option 2.

Substitute for form 1449B/PTO		<i>Complete if Known</i>	
INFORMATION DISCLOSURE STATEMENT BY APPLICANT		<i>Application Number</i>	10/689,903
		<i>Filing Date</i>	October 21, 2003
		<i>First Named Inventor</i>	Adam J. Weissman
		<i>Art Unit</i>	2171
		<i>Examiner Name</i>	Unknown
<i>(Use as many sheets as necessary)</i>			
Sheet	2	of	2
			<i>Attorney Docket Number</i>
			53051/288072

Examiner Signature		Date Considered	6/9/06
-----------------------	---	--------------------	--------

*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.

DO NOT FEE OR PAY FEES FOR THIS FORM. IT IS FOR INFORMATION PURPOSES ONLY.
1 Applicant's unique citation designation number (optional). 2 Applicant is to place a check mark here if English language Translation is attached.
This collection of information is required by 37 CFR 1.98. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 120 minutes to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

If you need assistance in completing the form, call 1-800-PTO-9199 and select option 2.



PTO/SB/08a (08-03)

Approved for use through 07/31/2008. OMB 0851-0931

Approved for use through 07/31/2006. GPO 0001-0001
U.S. Patent and Trademark Office: U.S. DEPARTMENT OF COMMERCE

Under the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it contains a valid OMB control number.

INFORMATION DISCLOSURE STATEMENT BY APPLICANT

(Use as many sheets as necessary)

Sheet 1 of 2

<p>Under the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it contains a valid OMB control number.</p> <p>MAILED Institute for form 1449A/PTO</p> <p>INFORMATION DISCLOSURE STATEMENT BY APPLICANT</p> <p><i>(Use as many sheets as necessary)</i></p>				<p>Complete if Known</p>	
<p>Application Number</p>		<p>10/689,903</p>			
<p>Filing Date</p>		<p>October 21, 2003</p>			
<p>First Named Inventor</p>		<p>Adam J. Weissman</p>			
<p>Art Unit</p>		<p>2171</p>			
<p>Examiner Name</p>		<p>Unknown</p>			
<p>Attorney Docket Number</p>		<p>53051/288072</p>			
Sheet	1	of	2		

U.S. PATENT DOCUMENTS

FOREIGN PATENT DOCUMENTS

**Examiner
Signature**

~~Heleus 82~~

Date Considered

6/9/10

***EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant. ¹ Applicant's unique citation designation number (optional). ² See Kinds Codes of USPTO Patent Documents at www.uspto.gov or MPEP 901.04. ³ Enter Office that issued the document, by the two-letter code (WIPO Standard ST.3). ⁴ For Japanese patent documents, the indication of the year of the reign of the Emperor must precede the serial number of the patent document. ⁵ Kind of document by the appropriate symbols as indicated on the document under WIPO Standard ST. 16 if possible. ⁶ Applicant is to place a check mark here if English language Translation is attached.**

This collection of information is required by 37 CFR 1.97 and 1.98. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 2 hours to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

If you need assistance in completing the form, call 1-800-PTO-9199 and select option 2.

Under the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it contains a valid OMB control number.

Substitute for form 1449B/PTO		Complete if Known	
INFORMATION DISCLOSURE STATEMENT BY APPLICANT <i>(Use as many sheets as necessary)</i>		Application Number	10/689,903
		Filing Date	October 21, 2003
		First Named Inventor	Adam J. Weissman
		Art Unit	2171
		Examiner Name	Unknown
Sheet	2	of	2
		Attorney Docket Number	
		53051/288072	

Examiner Signature	<i>Selene FL</i>	:	Date Considered	6/9/06
-----------------------	------------------	---	--------------------	--------

***EXAMINER:** Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.

and not considered. Include copy of this form with next communication to applicant.
¹ Applicant's unique citation designation number (optional). ² Applicant is to place a check mark here if English language Translation is attached.
This collection of information is required by 37 CFR 1.98. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 120 minutes to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

If you need assistance in completing the form, call 1-800-PTO-9199 and select option 2.

Substitute for form 1449A/PTO		Complete If Known															
		<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 30%;">Application Number</td> <td>10/689,903</td> </tr> <tr> <td>Filing Date</td> <td>October 21, 2003</td> </tr> <tr> <td>First Named Inventor</td> <td>Weissman et al.</td> </tr> <tr> <td>Art Unit</td> <td>2171</td> </tr> <tr> <td>Examiner Name</td> <td>Unknown</td> </tr> <tr> <td>Attorney Docket Number</td> <td>53051/288072</td> </tr> </table>				Application Number	10/689,903	Filing Date	October 21, 2003	First Named Inventor	Weissman et al.	Art Unit	2171	Examiner Name	Unknown	Attorney Docket Number	53051/288072
Application Number	10/689,903																
Filing Date	October 21, 2003																
First Named Inventor	Weissman et al.																
Art Unit	2171																
Examiner Name	Unknown																
Attorney Docket Number	53051/288072																
Sheet	1	of	2														

INFORMATION DISCLOSURE STATEMENT BY APPLICANT

(Use as many sheets as necessary)

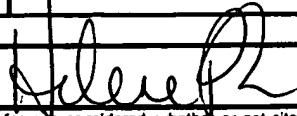
U.S. PATENT DOCUMENTS

Examiner Initials	Cite No. ¹	Document Number	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
		Number - Kind Code ² (if known)			
	1	US- 8,453,315	09-2002	Weissman et al.	
	2	US- 8,421,675	07-2002	Ryan et al.	
	3	US- 8,324,519	11-2001	Eldering	
	4	US- 8,314,419	11-2001	Faisal	
	5	US- 8,298,348	10-2001	Eldering	
	6	US- 8,289,353	09-2001	Hazlehurst et al.	
	7	US- 8,289,342	09-2001	Lawrence	
	8	US- 8,289,361	07-2001	Davis et al.	
	9	US- 8,134,532	10-2000	Lazarus et al.	
	10	US- 8,119,164	09-2000	Basche	
	11	US- 8,067,552	05-2000	Yu	
	12	US- 8,044,375	03-2000	Shmuell et al.	
	13	US- 5,933,822	08-1999	Braden-Harder et al.	
	14	US- 5,845,278	12-1998	Kirsch et al.	
	15	US- 5,778,364	07-1998	Nelson	
	16	US- 5,778,363	07-1998	Light	
	17	US- 5,619,709	04-1997	Caid et al.	
	18	US- 5,499,360	03-1996	Barbara et al.	
	19	US- 5,325,298	09-1994	Gallant	
	20	US- 4,839,853	06-1989	Deerwester et al.	
	21	US- Application 09/493,701	01-28-2000	Weissman, et al.	
	22	US 2002/0099700	07/25/2002	Li	
	23	US 2002/0165849	11/07/2002	Singh et al.	
	24	US 2003/0126235	07/03/2003	Chandrasekar et al.	

FOREIGN PATENT DOCUMENTS

Examiner Initials	Cite No. ¹	Foreign Patent Document	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear	T ⁶
		Country Code ³ - Number ⁴ - Kind Code ⁵ (if known)				
	25	WO 00/79436	12/28/2000	Simpli.Com et al.		
	26	EP 1160686	12/05/2001	Godado.Com Ltd.		

Examiner Signature



Date Considered

6/9/08

¹EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant. ² Applicant's unique citation designation number (optional). ³ See Kinds Codes of USPTO Patent Documents at www.uspto.gov or MPEP 901.04. ⁴ Enter Office that issued the document, by the two-letter code (WIPO Standard ST.3). ⁵ For Japanese patent documents, the indication of the year of the reign of the Emperor must precede the serial number of the patent document. ⁶ Kind of document by the appropriate symbols as indicated on the document under WIPO Standard ST. 16 if possible. ⁷ Applicant is to place a check mark here if English language Translation is attached.

This collection of information is required by 37 CFR 1.97 and 1.98. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 2 hours to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

Substitute for form 1449B/PTO				Complete if Known	
INFORMATION DISCLOSURE STATEMENT BY APPLICANT				<i>Application Number</i>	10/689,903
(Use as many sheets as necessary)				<i>Filing Date</i>	October 21, 2003
				<i>First Named Inventor</i>	Weissman et al.
				<i>Art Unit</i>	2171
				<i>Examiner Name</i>	Unknown
Sheet	2	of	2	<i>Attorney Docket Number</i>	53051/288072

NON PATENT LITERATURE DOCUMENTS					
Examiner Initials *	Cite No. ¹	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume-issue number(s), publisher, city and/or country where published.			T ²
HR	27	"Applied Semantics Launches Contextual Targeting Pay-For-Performance Ad Serving Solution", Applied Semantics - Press Release, Oct. 21, 2002, pp. 1-2, http://www.appliedsemantics.com/ne/ne_pr_102102.html			
HR	28	"Applied Semantics Launches News Series to Power Publishing", Applied Semantics, Inc. - Press Release, August 13, 2002, pp. 1-2, http://www.appliedsemantics.com/ne/ne_pr_081302.html			
HR	29	"Applied Semantics News Series," pp. 1-4, brochure, no date.			
HR	30	Chi et al. "Context Query in Information Retrieval", Proceedings of the 14 th IEEE International Conference on Tools with Artificial Intelligence, IEEE Comp. Soc. Vol. Conf. 14, November 2002, pgs. 101-108.			
HR	31	"CIRCA Technology Overview," Applied Semantics White Paper, July 2001, pp. 1-10.			
HR	32	"CONVERA - Products: RetrievalWare," printed 10/30/2003, http://www.convera.com/products/rw_precisions.asp			
HR	33	FELLBAUM, C., ed. "WordNet: An Electronic Lexical Database", Cambridge: The MIT Press, March 1998, pp. 117-127, 285-303. P325.5.D38W67 1998.			
HR	34	GELLER, M., "Quigo Signs Deal with Overture", <i>MediaDailyNews</i> , 08-13-2003, pp. 1-3, http://www.medialpost.com/dlls_dsp_news.cfm?newsID=215198			
HR	35	KOLL, M.B., "Information Retrieval Theory and Design Based on a Model of the User's Concept Relations", Proceedings of the 3 rd Annual ACM Conference on Research and Development in Information Retrieval, 1980, pp. 77-93.			
HR	36	"Ontology Usage and Applications", Applied Semantics Technical White Paper, July 2001, pp. 1-15.			
HR	37	"Powerful Revenue Solutions for Online Publishers", Applied Semantics AdSense, pp. 1-2. brochure, no date.			
HR	38	TENGJ, R.I., "Design and Implementation of the WordNet Lexical Database and Searching Software", in <i>WordNet: An Electronic Lexical Database</i> , Fellbaum C. ed., Cambridge: The MIT Press, March 1998, pp. 105-127.			
HR	39	"Verity Introduces Customizable Industry and Enterprise Taxonomies", Verity, 11/17/2003, pp. 1-2.			
HR	40	VOORHEES, E.M., "Query Expansion Using Lexical-Semantic Relations", Proceedings of the 17 th Annual ACM Conference on Research and Development in Information Retrieval, August 1994, pp.61-69.			

Examiner Signature	<i>Heilee R</i>	Date Considered	6/9/06
--------------------	-----------------	-----------------	--------

*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance and not considered.

Include copy of this form with next communication to applicant.

¹Applicant's unique citation designation number (optional). ²Applicant is to place a check mark here if English language Translation is attached.

This collection of information is required by 37 CFR 1.58. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 120 minutes to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.